

PEOPLE MAKE GLASGOW FAIRER

Let's tackle poverty together



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#FairerGlasgow17

What we're doing:

- **Social Media Campaign**

Why we're doing it:

- **To challenge negative attitudes towards people living in poverty and raise awareness of the stigma that people living in poverty face**

When it will happen:

- **Launched 10th March 2017 with a blog by Cnclr Matt Kerr**
- **It will be a year long campaign focussing on a different theme each month**

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How we will do it:

- Facebook, Twitter, web pages, press
- Messages, blogs, videos, quiz,
- Support from all partners

Who has been involved so far:

**GCC, Poverty Alliance, Wheatley Group, GHA, Cube Housing,
Loretto Housing, OPFS, Glasgow City HSCP, FARE Share
Glasgow, Wyndford Residents Assoc, GCPH, PLP, PAS, Volunteer
Glasgow and Glasgow City Mission**

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Themes:

- Lone Parents
- Disabilities
- Welfare Reform/Volunteering
- Refugees
- Young People and children
- Challenge Poverty Week
- Food poverty
- Fuel poverty

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Possible impact

- Estimated total reach for twitter messages =

6752

- People reached through Wheatley followers on Facebook =

7735

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Launch post on facebook –

Post Details Reported stats may be delayed from what appears on posts

GHA - Glasgow Housing Association
10 March · 🌐

Delighted to support @PovLeadPanel campaign to end poverty stigma. Find out more here <http://ow.ly/7knS309MsAF> #fairerglasgow17



2,538 people reached Boost post

Tracey Hillis, Marie Ellis and Isabella Gallacher · 1 Share

Like Comment Share

2,538 People Reached		
8 Likes, Comments & Shares		
7 Likes	3 On Post	4 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares
56 Post Clicks		
45 Photo views	4 Link clicks	7 Other Clicks
NEGATIVE FEEDBACK		
<input type="radio"/> Hide Post	<input type="radio"/> Hide All Posts	
<input type="radio"/> Report as Spam	<input type="radio"/> Unlike Page	

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Most retweeted tweet by GCPH: "Poverty doesn't make an area. It's the community spirit which makes an area." [#poverty](#) [#inequalities](#) [#fairerglasgow17](#)

 GCPH @theGCPH - Apr 11
"Poverty doesn't make an area. It's the community spirit which makes an area."
[#poverty](#) [#inequalities](#) [#fairerglasgow17](#)

IN THEIR OWN WORDS, PEOPLE INVOLVED IN COMMUNITY PROJECTS WHICH AIM TO ALLEVIATE THE EFFECTS OF POVERTY.

 "I've got a glimpse of hope for the future." 

"It really makes a difference having something locally that can help with so many things."

"We work with anybody and believe everybody is equal."

"Although the test site had few financial assets attached, we had people, relationships, time, local knowledge, enthusiasm..."

"We are making small differences to many people's lives. If this replicates throughout Scotland and beyond think of the possibilities..." 

 "Poverty doesn't make an area. It's the community spirit that makes an area." 

Quotes in this infographic taken from: 'Sense of Place' - an Understanding Glasgow film and 'Assets in Action: Illustrating asset based approaches for health improvement'
For more information, visit: www.understandingglasgow.com